

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
Polytechnic "Nikola Tesla" in Gospic
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
Polytechnic of Medimurje in Cakovec



Economic and Social Development

84th International Scientific Conference on Economic and Social Development

Book of Abstracts

Editors:

Vlatka Ruzic, Branislav Sutic, Dean Uckar



ISSN 1849-7543



9 771849 754003 >

Plitvice Lakes, 17-18 June, 2022

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
Polytechnic "Nikola Tesla" in Gospic
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
Polytechnic of Medimurje in Cakovec

Editors:

Vlatka Ruzic, Polytechnic "Nikola Tesla" in Gospic, Croatia
Branislav Sutic, Polytechnic "Nikola Tesla" in Gospic, Croatia
Dean Uckar, University of Pula, Croatia

Economic and Social Development

84th International Scientific Conference on Economic and Social Development

Book of Abstracts

Plitvice Lakes, 17-18 June, 2022

Title ■ Economic and Social Development (Book of Abstracts), 84th International Scientific Conference on Economic and Social Development

Editors ■ Vlatka Ruzic, Branislav Sutic, Dean Uckar

Scientific Committee / Programski Odbor ■ Marijan Cingula (President), University of Zagreb, Croatia; Vlatka Ruzic, The Polytechnic "Nikola Tesla" in Gospic, Croatia (Vice-President); Sannur Aliyev, Azerbaijan State University of Economics, Azerbaijan; Ayuba A. Aminu, University of Maiduguri, Nigeria; Anona Armstrong, Victoria University, Australia; Gouri Sankar Bandyopadhyay, The University of Burdwan, Rajbati Bardhaman, India; Haimanti Banerji, Indian Institute of Technology, Kharagpur, India; Victor Bekker, University of Buenos Aires, Argentina; Asmae Benthani, Mohammed V University, Morocco; Alla Bobyleva, The Lomonosov Moscow State University, Russia; Leonid K. Bobrov, State University of Economics and Management, Novosibirsk, Russia; Rado Bohinc, University of Ljubljana, Slovenia; Denis Buterin, Polytechnic Nikola Tesla, Gospic, Croatia; Vesna Buterin, Faculty of Economics and Business University of Rijeka, Croatia; Adnan Celik, Selcuk University, Konya, Turkey; Mirela Susic Cevra, Polytechnic Nikola Tesla, Gospic, Croatia; Angelo Maia Cister, Federal University of Rio de Janeiro, Brasil; Mirela Cristea, University of Craiova, Romania; Taoufik Daghri, Mohammed V University, Morocco; Oguz Demir, Istanbul Commerce University, Turkey; T.S. Devaraja, University of Mysore, India; Onur Dogan, Dokuz Eylul University, Turkey; Darko Dukic, University of Osijek, Croatia; Gordana Dukic, University of Osijek, Croatia; Alba Dumi, Vlora University, Vlore, Albania; Galina Pavlovna Gagarinskaya, Samara State University, Russia; Mirjana Gligoric, Faculty of Economics - Belgrade University, Serbia; Maria Jose Angelico Goncalves, Porto Accounting and Business School - P.Porto, Portugal; Mehmet Emre Gorgulu, Afyon Kocatepe University, Turkey; Klodiana Gorica, University of Tirana, Albania; Aleksandra Grobelna, Gdynia Maritime University, Poland; Liudmila Guzikova, Peter the Great Saint-Petersburg Polytechnic University, Russia; Anica Hunjet, University North, Koprivnica, Croatia; Khalid Hammes, Mohammed V University, Morocco; Oxana Ivanova, Ulyanovsk State University, Ulyanovsk, Russia; Irena Jankovic, Faculty of Economics, Belgrade University, Serbia; Myrl Jones, Radford University, USA; Hacer Simay Karaalp, Pamukkale University, Turkey; Dafna Kariv, The College of Management Academic Studies, Rishon Le Zion, Israel; Hilal Yildirim Keser, Uludag University, Bursa, Turkey; Sophia Khalimova, Institute of Economics and Industrial Engineering of Siberian Branch of Russian Academy of Science, Novosibirsk, Russia; Marina Klacmer Calopa, University of Zagreb, Croatia; Igor Klopotan, Medjimursko Velesuciliste u Cakovcu, Croatia; Vladimir Kovsca, University of Zagreb, Croatia; Goran Kozina, University North, Koprivnica, Croatia; Dzenan Kulovic, University of Zenica, Bosnia and Herzegovina; Robert Lewis, Les Roches Gruyere University of Applied Sciences, Bulle, Switzerland; Ladislav Lukas, Univ. of West Bohemia, Faculty of Economics, Czech Republic; Mustapha Machrafi, Mohammed V University, Morocco; Joao Jose Lourenco Marques, University of Aveiro, Portugal; Pascal Marty, University of La Rochelle, France; Dario Matika, Polytechnic Nikola Tesla, Gospic, Croatia; Vaidotas Matutis, Vilnius University, Lithuania; Daniel Francois Meyer, North West University, South Africa; Marin Milkovic, University North, Koprivnica, Croatia; Abdelhamid Nechad, ENCGT- Abdelmalek Essaadi University, Morocco; Gratiela Georgiana Noja, West University of Timisoara, Romania; Zsuzsanna Novak, Corvinus University of Budapest, Hungary; Tomasz Ochowski, University of Warsaw, Poland; Barbara Herceg Paksic, University of Osijek, Croatia; Vera Palea, Universita degli Studi di Torino, Italy; Dusko Pavlovic, Libertas International University, Zagreb, Croatia; Ivan Peronja, Polytechnic Nikola Tesla, Gospic, Croatia; Igor Pihir, University of Zagreb, Croatia; Damir Piplica, Split University-Department of Forensic Sciences, Croatia; Diana Plantic Tadic, VERN' University, Croatia; Dmitri Pletnev, Chelyabinsk State University, Russian Federation; Mirosław Przygoda, University of Warsaw, Poland; Karlis Purmalis, University of Latvia, Latvia; Nicholas Recker, Metropolitan State University of Denver, USA; Kerry Redican, Virginia Tech, Blacksburg, USA; Humberto Ribeiro, University of Aveiro, Portugal; Robert Rybnicek, University of Graz, Austria; Valentina Vinsalek Stipic, Polytechnic Nikola Tesla, Gospic, Croatia; Tomasz Studzieniecki, Academia Europa Nostra, Poland; Branislav Sutic, Polytechnic Nikola Tesla, Gospic, Croatia; Elzbieta Szymanska, Bialystok University of Technology, Poland; Katarzyna Szymanska, The State Higher School of Vocational Education in Ciechanow, Poland; Ilaria Tutore, University of Naples Parthenope, Italy; Sandra Raquel Alves, Polytechnic of Leiria, Portugal; Joanna Stawska, University of Lodz, Poland; Ilko Vrankic, University of Zagreb, Croatia; Stanislaw Walukiewicz, Bialystok University of Technology, Poland; Thomas Will, Agnes Scott College, USA; Li Yongqing, Victoria University, Australia; Peter Zabielskij, University of Macau, China; Silvija Zeman, Medjimursko Velesuciliste u Cakovcu, Croatia; Tao Zeng, Wilfrid Laurier University, Waterloo, Canada; Snezana Zivkovic, University of Nis, Serbia.

Review Committee / Recenzentski Odbor ■ Marina Klacmer Calopa (President); Ana Aleksic; Sandra Raquel Alves; Ayuba Aminu; Mihovil Andjelinovic; Josip Arneric; Lidija Bagaric; Tomislav Bakovic; Sanja Blazevic; Leonid Bobrov; Ruzica Brecic; Anita Ceh Casni; Iryna Chernysh; Mirela Cristea; Oguz Demir; Stjepan Dvorski; Robert Fabac; Ivica Filipovic; Sinisa Franjic; Fran Galetic; Mirjana Gligoric; Tomislav Globan; Anita Goltnik Urnaut; Tomislav Herceg; Irena Jankovic; Emina Jerkovic; Dafna Kariv; Oliver Kesar; Hilal Yildirim Keser; Martina Dragija Kostic; Tatjana Kovac; Vladimir Kovsca; Angelo Maia Cister; Gentera Marosevic; Vaidotas Matutis; Marjana Merkac Skok; Daniel Francois Meyer; Natanya Meyer; Josip Mikulic; Ljubica Milanovic Glavan; Katerina Mueller; Ivana Nacinovic Braje; Zlatko Nedelko; Gratiela Georgiana Noja; Zsuzsanna Novak; Alka Obadic; Claudia Ogrea; Igor Pihir; Najla Podrug; Vojko Potocan; Dinko Primorac; Zeljka Primorac; Sando Renko; Humberto Ribeiro; Vlasta Roska; Vlatka Ruzic; Souhaila Said; Armando Javier Sanchez Diaz; Tomislav Sekur; Lorena Skufflic; Mirko Smoljic; Petar Soric; Mario Spremic; Matjaz Stor; Tomasz Studzieniecki; Lejla Tijanic; Daniel Tomic; Boris Tusek; Rebeka Daniela Vlahov; Ilko Vrankic; Thomas Will; Zoran Wittine; Tao Zeng; Grzegorz Zimon; Snezana Zivkovic; Berislav Zmuk.

Organizing Committee / Organizacijski Odbor ■ Domagoj Cingula (President); Ivan Barkovic; Djani Bunja; Marina Klacmer Calopa; Spomenko Kesina; Erlino Koscak; Tomasz Ochowski; Josip Burazer Paveskovic; Mirosław Przygoda; Michael Stefulj; Mile Vicić; Marija Baburic Vranesic; Rebeka Danijela Vlahov; Sime Uecetic.

Publishing Editors ■ Spomenko Kesina, Domagoj Cingula

Publisher ■ **Design** ■ **Print** ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / University North, Koprivnica, Croatia / Polytechnic "Nikola Tesla" in Gospic, Gospic, Croatia / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco / Polytechnic of Medimurje in Cakovec, Cakovec, Croatia

Printing ■ Online Edition

ISSN 1849-7543

The Book is open access and double-blind peer reviewed.

Our past Books are indexed and abstracted by ProQuest, EconBIZ, CPCI (Web of Science) and EconLit databases and available for download in a PDF format from the Economic and Social Development Conference website: <http://www.esd-conference.com>

© 2022 Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia; University North, Koprivnica, Croatia; Polytechnic "Nikola Tesla" in Gospic, Gospic, Croatia; Faculty of Management University of Warsaw, Warsaw, Poland; Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco; Polytechnic of Medimurje in Cakovec, Cakovec, Croatia. All rights reserved. Authors are responsible for the linguistic and technical accuracy of their contributions. Authors keep their copyrights for further publishing.

CONTENTS

INFLUENCE OF FAMILY UPBRINGING ON FINANCIAL LITERACY OF SECONDARY SCHOOL STUDENTS.....	1
Nikolina Plesa Puljic, Mihael Puljic, Mirko Lukas	
IN THE QUEST OF SUSTAINABILITY PRINCIPLE “REUSE”: AWARENESS OF ADULT POPULATION	2
Kristina Detelj	
LEVEL OF DIGITALIZATION AND HUMAN CAPITAL IN THE SLOVAK REPUBLIC	3
Nikola Staffenova, Alzbeta Kucharcikova	
CONTRIBUTION TO TESTING THE EFFICIENCY OF THE CROATIAN CAPITAL MARKET	4
Dean Uckar	
WOMEN’S INEQUALITY IN THE LABOR MARKET IN CROATIA	6
Sasa Stjepanovic, Daniel Tomic, Ines Krizic	
BRAND NAME IN THE SLOGAN! A SIMPLE AND EFFECTIVE WAY TO CREATE A SLOGAN.....	7
Arpad Ferenc Papp-Vary	
THE IMPACT OF TOURIST ARRIVALS ON RETAIL TRADE TURNOVER IN CROATIA.....	8
Manuel Benazic, Dean Uckar, Dragan Benazic	
THE IMPACT OF THE COVID-19 PANDEMIC ON THE FINANCIAL PERFORMANCE OF ENTERPRISES IN THE TRADE SECTOR IN MONTENEGRO.....	9
Ivana Ivanovic	
AIDA BASED MARKETING STRATEGIES OF HOTEL INDUSTRY IN CROATIA	10
Marta Alic	
ANALYSIS OF PERCEPTION OF THE ACHIEVED LEVEL OF GLOBALIZATION AND GLOBAL CONNECTION OF THE REPUBLIC OF CROATIA.....	12
Valentina Vinsalek Stipic, Tihana Stimac	

INNOVATIONS AND INCLUSIVITY IN TOURISM - PORTUGAL CASE STUDY	13
Anita Grubisic, Natasa Santic, Danijela Grubisic	
THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN THE CREATION OF SOCIAL RESPONSIBILITY FROM THE ASPECT OF THE MICRO-LEVEL	15
Sanja Juric	
ECONOMETRIC ANALYSIS OF ASSET PRICE CHANNELS IN MONETARY TRANSMISSION – VECTOR MODELS APPROACH.	16
Ivana Beljo	
ECONOMIC GROWTH IN CORRELATION WITH FOREIGN DIRECT INVESTMENTS AND FOREIGN REMITTANCES	17
Manuela Klapan	
ATTENDANCE AT EDUCATIONS AND SEMINARS OF EMPLOYEES IN PRIVATE AND STATE-OWNED ENTERPRISES IN THE REPUBLIC OF CROATIA AND GENERATION OF EMPLOYEE KNOWLEDGE	18
Ivana Miklosevic	
THE IMPORTANCE OF VIRTUAL COMMUNITIES ON CONSUMER ATTITUDES ABOUT HEALTHY NUTRITION.....	20
Nikolina Plesa Puljic, Zrinka Blazevic Bognar, Danijela Miokovic Kapetinic	
ENVIRONMENTALLY RESPONSIBLE BEHAVIOR OF CAMPING TOURISTS - SCALE VALIDATION	21
Tihana Cegur Radovic, Dina Loncaric, Jasmina Dlacic	
IMPORTANCE OF MULTIMODAL TRANSPORT IN DEVELOPING A MORE SUSTAINABLE TRANSPORTATION NETWORK IN THE EUROPEAN UNION	22
Dora Naletina	
REPRESENTATION OF SOCIALLY RESPONSIBLE MARKETING TOWARDS CHILDREN IN THE REPUBLIC OF CROATIA	23
Marija Baburic Vranesic, Valentina Vinsalek Stipic	

APPLICATION OF K-MEANS CLUSTERING ALGORITHM FOR ANALYSIS OF LMS CONTENT TRANSFORMATIONS CAUSED BY THE COVID-19 PANDEMIC..... 25

Kristian Dokic, Dubravka Mandusic, Lucija Blaskovic

IMPORTANCE OF ORGANIZATIONAL CULTURE AND QUALITY CULTURE IN BUILDING AN INTEGRATED MANAGEMENT SYSTEM..... 26

Marija Jurcevic

THE ROLE OF INFORMATION SOURCES IN THE CHOICE OF THE HIGHER EDUCATION INSTITUTION (IES) BY THEIR FUTURE STUDENTS 27

Paula Dias, Raquel Meneses

COVID-19 IN PORTUGAL - ECONOMICAL CONSEQUENCES (AN APPROACH)..... 28

Ana Lorga da Silva

COMMUNICATION IMPLICATIONS OF SELF-PERCEPTIONS OF EDUCATORS 29

Sandra Maletic, Manuela Koseto Nadinic

INFLUENCE OF FAMILY UPBRINGING ON FINANCIAL LITERACY OF SECONDARY SCHOOL STUDENTS

Nikolina Plesa Puljic

*Virovitica university of applied sciences, Croatia
nikolina.plesa.puljic@vuv.hr*

Mihael Puljic

*PhD student, Faculty of Humanities and Social Sciences,
University of Osijek, Croatia
mihaelpuljic@yahoo.com*

Mirko Lukas

*Faculty of Humanities and Social Sciences,
University of Osijek, Croatia
mlukas@ffos.hr*

ABSTRACT

Successful management of personal finances requires developing financial literacy of young generations from an early age in order to increase their financial literacy and ensure the achievement of financial competencies. Significant efforts have been made through the education system in the last five years to raise the level of financial literacy in Croatia. Responsibility for the financial education of young people is placed mostly on the regular and formal education system, while parental education is to some extent neglected. Parental conversation, setting an example, rewarding or punishing children are just some of the educational factors. This paper investigates the financial literacy of high school students as well as the impact of parental involvement on their financial competencies. The aim of this paper is to examine whether family factors, such as parents' conversations with children, their personal examples and financial behaviour influence the child's financial literacy and which components of financial literacy are affected the most. In the empirical part of the paper, the survey method is used, while

statistical methods are used to process the research results, from which we single out Spearman's rank correlation coefficient and two-sample t-test with (approximately) equal variances. This methodology determined the positive influence of parents as educational factors on the financial literacy of high school students in the observed research sample, especially on the component of financial behaviour. We can conclude that it is desirable for parents to discuss financial topics. In addition to the conversation, it is necessary that they show their responsible financial behaviour to the child by their own example. For example, it is desirable to involve the child in financial decisions, show him the bills, not fulfill every whim of the child and reward him financially when he deserves it.

Keywords: *financial literacy, family factors, personal example, responsible behaviour, training*

IN THE QUEST OF SUSTAINABILITY PRINCIPLE “REUSE”: AWARENESS OF ADULT POPULATION

Kristina Detelj

*University of Zagreb, Faculty of Organization and Informatics,
Pavlinka 2, 42000 Varazdin, Croatia
Kristina.detelj@foi.unizg.hr*

ABSTRACT

The objective of the paper is to investigate the awareness of the Northern Croatia population on the possibilities to reuse certain items (furniture, cars, clothing, everyday items etc.) before disposing them, and which of these possibilities they are using in their everyday practices. The questionnaire was constructed based on literature review with practical examples from different countries. The primary data from 102 respondents were collected online during two-week-period in September 2021 and analysed

by descriptive statistics methods. The results indicate high awareness of the people and widespread everyday reusing practices in the sample. The majority of the respondents are aware of the possibilities and motivated by ecology and their inner altruism motivation, but the behaviour is also lead by cost effectiveness. The previous studies have been conducted in other, more developed economies, whereas research in Croatia was mostly focused on recycling, whilst reuse was only tackled by national level agencies by describing a few examples of good practices. The consumers' role in general reusing behaviour still hasn't been researched

Keywords: 3R Principles, Awareness, Circular economy, Reuse, Second-hand, Sustainability

LEVEL OF DIGITALIZATION AND HUMAN CAPITAL IN THE SLOVAK REPUBLIC

Nikola Staffenova

*University of Žilina, Univerzitná 8215/1, Žilina 010 26, Slovakia
nikola.staffenova@fri.uniza.sk*

Alzbeta Kucharcikova

*University of Žilina, Univerzitná 8215/1, Žilina 010 26, Slovakia
alzbeta.kucharcikova@fri.uniza.sk*

ABSTRACT

In each country, there is an increasing emphasis on the level of digitalization, which has enabled organizations to adapt more quickly to the changing environment. The change in the environment in recent years was related to the advent of COVID-19, when digitalization in individual countries became a more discussed topic. This is because thanks to digitalization, individual organizations, such as companies, schools, or public institutions, have been able to adapt more quickly to the changing

environment. Since 2014, the Digital Economy and Society Index (DESI) has been calculated annually within the countries of the European Union. It determines the level of digitalization in EU member states. The article aims to characterize the essence of the DESI index, to analyze its development in SR for the period 2018-2021 and to compare these results with the average values of the EU. The article consists of an analysis of documents issued by the European Commission and the Government of the SR for the period from 2018 to 2021 because the frequent change in the content of dimensions and the scale of the final score of the DESI index. The most important finding is that the values of the DESI index in Slovakia are below the European Union average every year, even though its values within the Slovak Republic are increasing every year. It is important that the curriculum in Slovakia changes so that school graduates are sufficiently qualified and prepared for the internship that currently requires highly qualified professionals in the period of Industry 4.0.

Keywords: *Digitalization, Human Capital, Index DESI, Slovak Republic*

CONTRIBUTION TO TESTING THE EFFICIENCY OF THE CROATIAN CAPITAL MARKET

Dean Uckar

*Full Professor at Juraj Dobrila University of Pula,
Faculty of Economics and Tourism “Dr. Mijo Mirković”,
Preradovićeve 1/1, 52100 Pula, Croatia
dean.uckar@unipu.hr*

ABSTRACT

The research conducted in this article analyzes the Efficient Market Hypothesis (EMH) on the Croatian capital market for a period of one year. Data on a weekly basis from March 2021 to

March 2022 from the Zagreb Stock Exchange for 47 liquid shares were used. In order to prove the hypothesis, the Security Market Line (SML) model was used, which was calculated in three different variants: general model with coverage of all shares, sector model with coverage of shares in sector indices, and branch model with coverage of shares depending on the companies primary activity. Through the implementation of ANOVA analysis and F test, deviations of the realized yield rates from the theoretical yield values that should be achieved using the SML mode were analyzed. In all three cases, the statistical insignificance of the SML model was proven, ie. its inapplicability. This also proves the existence of a weak form of EMH, since the impossibility of applying the SML model also indicates a position in which no investor can develop a strategy in which he/she can continuously achieve above-average returns.

Keywords: *Croatian capital market, Efficient Market Hypothesis, Security Market Line*

WOMEN'S INEQUALITY IN THE LABOR MARKET IN CROATIA

Sasa Stjepanovic

*Associate Professor at Juraj Dobrila University of Pula,
Faculty of economic and tourism "Dr. Mijo Mirković",
Zagrebačka 30, 52100 Pula, Croatia
sstjepan@unipu.hr*

Daniel Tomic

*Associate Professor at Juraj Dobrila University of Pula,
Faculty of economic and tourism "Dr. Mijo Mirković",
Zagrebačka 30, 52100 Pula, Croatia
dtomic@unipu.hr*

Ines Krizic

*Juraj Dobrila University of Pula,
Faculty of economic and tourism "Dr. Mijo Mirković",
Zagrebačka 30, 52100 Pula, Croatia
ikrizic.student@unipu.hr*

ABSTRACT

As society has evolved throughout history, so has the position of women in society. There are more and more successful women in the business world in high managerial positions. Despite possessing some anteriority in management and leadership, women in high positions in the administration are found in a much smaller number than men. Women encounter various obstacles during their business careers. Certainly, men are the ones who encounter obstacles too, but these constraints are much more pronounced in the employment of women. Awareness of gender equality is growing, but the situation is still much sanguine in theory than in practice. The subject of research in this paper relates to the analysis of women's inequality in the labor market during employment and during career.

This paper will present an analysis of research conducted through surveys, which interviewed women's experiences during employment and later in their careers.

Keywords: *Women's inequality, Labor market, Survey, Croatia*

BRAND NAME IN THE SLOGAN! A SIMPLE AND EFFECTIVE WAY TO CREATE A SLOGAN

Arpad Ferenc Papp-Vary

Budapest Metropolitan University, Hungary

apappvary@metropolitan.hu

ABSTRACT

The slogan is one of the most important elements in the marketing communication toolbox. A good slogan can highlight the brand's most important advantage to consumers, position the brand, stimulate sales, and even provide a talking point, generating word of mouth. Yet despite the importance of the slogan, many brands have a meaningless motto that no one knows, or even if they do, they cannot associate it with the brand. In this paper, we will look at the techniques and methods that can help you create a good slogan. As it turns out, it is of paramount importance for a slogan to be memorable, and in this context, not only the meaning of the words but also the way they sound is important. In connection with this, we present five methods for creating an effective slogan: rhyme, alliteration, repetition, reversal and double-entendre. But what kind of slogan should you avoid at all costs? Well, avoid the "more than" formula! And what is the easiest way to ensure that consumers not only remember the slogan, but also identify it with the brand? Put the brand name in the slogan!

Keywords: *branding, marketing, positioning, slogan, battle cry, rhyme, alliteration, repetition*

THE IMPACT OF TOURIST ARRIVALS ON RETAIL TRADE TURNOVER IN CROATIA

Manuel Benazic

*Full Professor at Juraj Dobrila University of Pula,
Faculty of Economics and Tourism “Dr. Mijo Mirković”,
Preradovića 1/1, 52 100 Pula, Croatia
manuel.benazic@unipu.hr*

Dean Uckar

*Full Professor at Juraj Dobrila University of Pula,
Faculty of Economics and Tourism “Dr. Mijo Mirković”,
Preradovića 1/1, 52 100 Pula, Croatia
dean.uckar@unipu.hr*

Dragan Benazic

*Associate Professor at Juraj Dobrila University of Pula,
Faculty of Economics and Tourism “Dr. Mijo Mirković”,
Preradovića 1/1, 52 100 Pula, Croatia
dragan.benazic@unipu.hr*

ABSTRACT

The share of tourism in the Croatian economy has been growing over the years whereby Croatia has one of the largest shares of tourism in Gross domestic product (GDP) in Europe. Therefore, tourism can be considered as one of the most important driver of the Croatian economy. The number of tourist arrivals affects many economic variables such as industry, retail trade, service activities, construction, employment, prices etc. In this paper, the focus will be on the impact of tourist arrivals on retail trade turnover in Croatia. By definition, retail trade is the sale of goods to final consumers for personal consumption or use in households and like tourism, retail trade is also very important component of Croatian GDP. For the purpose of the analysis, monthly data on the number of tourist arrivals and retail trade turnover (in real terms) are used. To determine the relationship between the variables the bounds testing (ARDL) approach for cointegration

is applied. The results indicate the existence of stable cointegration relationship between the variables. In the long-run, an increase in tourist arrivals increases retail trade turnover in Croatia whereby in the short-run there is no impact. The error correction coefficient is highly statistically significant, has the correct sign and suggests slow speed of adjustment to the long-run equilibrium.

Keywords: *ARDL approach, Cointegration, Croatia, Retail trade turnover, Tourist arrivals*

THE IMPACT OF THE COVID-19 PANDEMIC ON THE FINANCIAL PERFORMANCE OF ENTERPRISES IN THE TRADE SECTOR IN MONTENEGRO

Ivana Ivanovic

*University of Montenegro,
Faculty of Economics Podgorica, Montenegro
ivana.i@ucg.ac.me*

ABSTRACT

The aim of this paper is to analyze the impact of the Covid-19 pandemic on the financial enterprise performance in Montenegro. The analysis was conducted on a sample of 124 enterprises (small, medium and large) in the trade sector that has the largest share in the creation of Montenegrin gross domestic product (GDP). As the trade sector includes wholesale and retail trade, this paper focuses on the wholesale sector. The research compared the period before Covid-19, i.e. years: 2018 and 2019, and the period during Covid-19, year 2020. The financial enterprise performance is discussed on the basis of analysis of liquidity, solvency, efficiency and profitability. The results showed that the Covid-19 pandemic had negative impact on business operations of the enterprises in terms of profitability and

efficiency, while solvency and liquidity were almost unchanged. The results showed that the Covid-19 pandemic had bad consequences for the company's business in terms of profitability and efficiency, while solvency and liquidity were almost unchanged. The contribution of this paper consists in assessing the impact of the health crisis on the operations of business entities in the trade sector, based on the ratio analysis of the financial statements of this sample. In addition to the above, the paper provides an overview of available data related to the analysis of the structure of the Montenegrin economy. This research emphasizes that more attention needs to be paid to the risks that external environmental uncertainty brings to small, medium and large enterprises and to help these enterprises anticipate risks when making business decisions.

Keywords: Covid-19 pandemic, financial enterprise performance, trade sector

AIDA BASED MARKETING STRATEGIES OF HOTEL INDUSTRY IN CROATIA

Marta Alic

Zagreb University of Applied Sciences
Vrbik 8, 10000 Zagreb, Croatia
malic@tvz.hr

ABSTRACT

To track generic stages of processes that every customer goes through when considering a purchase, the AIDA model, or sales funnel method, is developed in the marketing strategy of organizations that has been valid for more than a century. It is four-step formula useful in assessing the impact of advertising by controlling every step of the psychological transformation of a potential customer in actually becoming one. Given the peculiarity of commodities in the hospitality industry, that can be

partly products of physical substance and/or services, customer satisfaction is related to the various factors, so the marketing mix of shareholders needs to adjust accordingly, considering the advent and prominence of sharing economy platforms that suggest the possibility for new business models for accommodation providers. Research conducted in May 2021. on a sample of 140 hotels in the Republic of Croatia, focuses on how, through the various stages of the sales funnel, hotels gain awareness of their products and services, stimulate interest in buying their offerings and convert customers in relation to reservation or booking services on sharing economy platforms. Including the outlets of electronic, or online, and offline media, the paper discusses marketing strategy practices of most represented accommodation establishments in the tourism segment as the main generator of economic activities in Croatia.
Keywords: AIDA model, Croatia, hotel, marketing, offline media, online media, sharing economy platforms

ANALYSIS OF PERCEPTION OF THE ACHIEVED LEVEL OF GLOBALIZATION AND GLOBAL CONNECTION OF THE REPUBLIC OF CROATIA

Valentina Vinsalek Stipic

*University of Applied Sciences Nikola Tesla in Gospić, Croatia
vvs@velegs-nikolatesla.hr*

Tihana Stimac

*PhD student in Economics and Global Security,
The Faculty of Economics & Business of the
University of Zagreb, Croatia,
University of Applied Sciences Nikola Tesla in Gospić, Croatia
tstimac@net.efzg.hr*

ABSTRACT

Globalization affects almost all spheres of people's lives, which is why we can look at it from four main aspects - economic, political, cultural and environmental. The paper analyzes four aspects of globalization, as well as the positive and negative impacts of globalization on the wider community. Developed countries are the bearers of the process of globalization and they are the ones who have best used the benefits of globalization. With the development of information and communication technology, the world has become a unique system, and the connection between two entities in different parts of the world is often realized in a few minutes. From another point of view, the process of globalization creates a free market that allows the free movement of people, goods, services and capital, while deepening inequalities between developed and underdeveloped countries with serious threats to the environment. The last few decades have seen the world come together to liberalize and deregulate international trade, reduce international trade and investment barriers, develop information technology and telecommunications, advances in science and the profession, demographic change and many other causes.

Globalization represents different things to different people. In the business world, globalization means a "free world" for the flow of money and trade, for political scientists and politicians it means the disappearance or at least the challenge of state borders, while globalization for the average citizen is the same living conditions as in other countries. For these reasons, the analysis of the perception of the degree of globalization of the Republic of Croatia was approached and the research in this paper included 168 respondents. The aim of this paper is to prove that the perception of the degree of globalization of Croatia largely depends on the age group of respondents, which also represents the attitude of respondents to the global position of the Republic of Croatia.

Keywords: *Globalization, aspects of globalization, perception of globalization, degree of globalization of the Republic of Croatia*

INNOVATIONS AND INCLUSIVITY IN TOURISM - PORTUGAL CASE STUDY

Anita Grubisic

*Polytechnic of Šibenik, Croatia
anita@vus.hr*

Natasa Santic

*Faculty of Economic Studies,
University of modern sciences Mostar, Bosnia and Herzegovina
natasa@ckm.ba*

Danijela Grubisic

*Polytechnic of Šibenik, Croatia
dgrubisi@vus.hr*

ABSTRACT

Tourism is one of the world's largest industries and is experiencing increasing expansion from year to year. In this

sense, it is necessary to continuously develop innovations in order to meet the needs of a growing market, but at the same time remain competitive in a dynamic business environment. The truth, however, is the following: innovations in tourism are more numerous and complex than innovations in other sectors precisely because they co-create with consumers and customers. The moment of co-creation begins in the market of supply and demand, and later continues at the time of consumption and after it through leaving its digital mark in the form of a review, review or completed a survey questionnaire on satisfaction. Thus, changes in consumer habits, conditioned lifestyle and market basket, affect the development of supply, and in order to achieve success it is necessary to adjust its supply to demand. The paper discusses existing and potential innovations in the Portuguese tourism market. Special attention was paid to inclusion as an opportunity to expand the market, but also an example of sustainable innovation, especially in the segment of social and cultural postulates. Given that tourism products and services have so far been mainly targeted at the majority of the population, tourism products targeted at people with special needs or mobility are innovative, so this paper aims to identify existing innovations in the Portuguese tourism market in inclusive tourism.

Keywords: *innovation, inclusiveness, Portugal, sustainable tourism, tourism*

THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN THE CREATION OF SOCIAL RESPONSIBILITY FROM THE ASPECT OF THE MICRO-LEVEL

Sanja Juric

*Polytechnic "Marko Marulić" in Knin,
Petra Krešimira IV 30, 22300 Knin, Croatia
sjuric@veleknin.hr*

ABSTRACT

The concept of sustainable development throughout its history has gone through several developmental stages to find a way in its final application. It is a concept of past, present, and future. It is a concept that has its modalities and goals, but also problems in application. Although it is a concept with a global character, the question of its global understanding is resolved by its local application. Often, under the guise of achieving some higher goals, harmony with nature and its laws is neglected and the harmony of social and natural life is disturbed. In rescuing the disturbed harmony, the basis lies in the application of the concept of sustainable development as a means of achieving both development and environmental protection. The paper aims to find out how much the micro-level is aware of the importance and application of the concept of sustainable development and the extent to which the environmental management system is implemented in the management system as the safest contribution of economic actors of micro-sustainable development in accordance with ISO 14001. the desired direction of movement of the actors at the micro-level. Based on the set goal, two scientific hypotheses were set. For data collection, the survey research method was applied, while the set hypotheses were confirmed by applying descriptive statistical analysis using the SPSS software package and Excel spreadsheets.

Keywords: *development, sustainability, the concept of sustainable development, environmental management system, corporate social responsibility, ISO 14001*

ECONOMETRIC ANALYSIS OF ASSET PRICE CHANNELS IN MONETARY TRANSMISSION – VECTOR MODELS APPROACH

Ivana Beljo

*Polytechnic of Šibenik, Croatia
ibeljo@vus.hr*

ABSTRACT

Monetary policy is implemented by central banks. Its primary objective in most central banks, including the Croatian National Bank, is maintaining price stability - the central bank supports low and stable inflation. Given that the monetary policy decisions of the central bank are transferred to the real economy, the bank needs to know the channels of operation of the monetary transmission mechanism. In Croatia, the use of the exchange rate as the operational goal of monetary policy prevails, which is characteristic of less developed and countries in transition with small and open economies. The aim of this research is to determine the statistical significance of the asset price channel in monetary transmission to the total Croatian economy. The impact of monetary measures on the real economy was examined by econometric analysis. An assessment of the corresponding vector models was performed and the existence of cointegration among the observed variables was examined using the Johansen procedure. The analysis was conducted on the basis of quarterly data for the period of twenty years, from January 2002 to January 2022. The real economy is approximated by the consumer price index. In addition to asset prices, the impact of monetary variables such as interest rates and exchange rate on the economy was analyzed. Based on the obtained results, as expected with regard to previous research on monetary transmission in the Republic of Croatia, the exchange rate channel has the most significant long-term impact on the real economy. The analysis of the obtained vector models shows the strengthening of the monetary transmission mechanism through the interest rate channel to the Croatian economy.

Also, long-term impact of the asset prices on the growth of the Croatian economy proved to be statistically significant. Additionally, limitations and recommendations for future research were given.

Keywords: *econometric analysis, cointegration, monetary transmission mechanism, vector models*

ECONOMIC GROWTH IN CORRELATION WITH FOREIGN DIRECT INVESTMENTS AND FOREIGN REMITTANCES

Manuela Klapan

*Faculty of tourism and hospitality management,
Primorska 46, p.p. 97, 51410 Opatija, Croatia
manuelaklapan@gmail.com*

ABSTRACT

Globalisation occupies central research activity. The measuring of globalization is a very intriguing task in International economics (Verde, 2017). World economy develops in liberal surroundings in which foreign direct investments play the lead role in economic growth of every country. Financial flows, apart from foreign direct investments, comprise foreign remittances, foreign import and foreign aid. References point towards the relationship between financial flows and economic growth (Comes et al, 2018) and emphasises its positive role in the growth process, as well as its key role in economic development (Tahir, Khan and Shah, 2015). Increased importance of foreign investments and foreign remittances in its absolute amount in relation to foreign aid has been noticed (Bird and Choi, 2019). The purpose of this paper is to explore the relationship and interconnection between direct foreign investments and foreign remittances, along with their influence on economic development of certain countries on the European, Asian and African

continent. The results of the research show that, in the short term, foreign direct investments and foreign remittances have no significant effect on economic growth. The outcome of foreign remittances influencing economic growth can point to a fact that migration is a significant feature of economy and that inflow of foreign remittances helps to minimize unemployment in the country.

Keywords: *developed countries, developing countries, foreign direct investment, economic growth, foreign remittances*

ATTENDANCE AT EDUCATIONS AND SEMINARS OF EMPLOYEES IN PRIVATE AND STATE-OWNED ENTERPRISES IN THE REPUBLIC OF CROATIA AND GENERATION OF EMPLOYEE KNOWLEDGE

Ivana Miklosevic

*Financial Agency, Branch Office Našice, Croatia
ivana.miklosevic7@gmail.com*

ABSTRACT

Attending employee trainings and seminars in companies is becoming an indispensable way of learning and acquiring knowledge in companies. The aim of this paper is to find out whether employees in private and state-owned companies in the Republic of Croatia want to attend seminars and trainings, whether they would go to remote locations and whether the employer employs and encourages employees to attend seminars and trainings. Employees face the challenge of learning all their lives, and acquiring new knowledge and skills, in order to be as competitive as possible in the labour market and so that their work contribute to achieving the business goals of the company in which they are employed. By attending trainings, seminars and

courses, employees acquire new knowledge, improve existing ones and are more ready to do all the set tasks on a daily basis. Formal education is very important, but in addition to each employee, personal effort and engagement during each working day, upgrading existing knowledge and acquiring new knowledge and skills are important. The results of the research show that a high percentage of employees are willing to attend trainings and seminars, regardless of their location, but employers should to a greater extent organize trainings and seminars for their employees. Investing in knowledge and personal and professional development of each employee is complex and long-term, life is upgraded and enriched and serves to achieve both personal goals of each employee and acquired knowledge so to help achieve business goals of the company in which they are employed. With a higher level of knowledge, employees can better respond to customer inquiries and with their knowledge contribute to meeting the diverse wishes and needs of the company's customers. The knowledge and skills of employees and managers are an intangible asset that every company needs to gain an advantage over competitors and a positive business result and education and seminars are one of the ways to acquire much-needed knowledge in companies.

Keywords: *trainings, seminars, knowledge, employees, managers, companies*

THE IMPORTANCE OF VIRTUAL COMMUNITIES ON CONSUMER ATTITUDES ABOUT HEALTHY NUTRITION

Nikolina Plesa Puljic

*Virovitica university of applied sciences, Croatia
nikolina.plesa.puljic@vuv.hr*

Zrinka Blazevic Bognar

*Virovitica university of applied sciences, Croatia
zrinka.blazevic@vuv.hr*

Danijela Miokovic Kapetinic

*Virovitica university of applied sciences, Croatia
danijela.miokovic@vuv.hr*

ABSTRACT

With the growing consumer awareness of healthy dieting, the interest of consumers for concrete information regarding it is also growing. Therefore, consumers are getting involved in various virtual communities (VC) on social networks through which they receive information from other consumers, share experiences and give recommendations for certain products. This leads to the electronic word of mouth (eWOM), which is influencing consumer attitudes and beliefs. In this regard, this paper aims to explore how VC Low carb high fat (LCHF) and Paleo diets, passed down through eWOM, influence consumer attitudes about dieting and the perception of products they consider healthy. The empirical research was conducted through an online survey questionnaire in VC on Facebook on a random sample of 137 respondents. The results of the study were obtained by a descriptive statistical analysis and indicate that practitioners of VC LCHF and Paleo diet have attitudes consistent with the views of the community, i.e. they adopt attitudes that the community promotes and influence each other by encouraging healthy food purchases through eWOM. The limitation of the study mainly regards the small sample size and possible other factors that

influence the attitudes of VC members. Future studies should include a larger number of claims in the verification of respondents' attitudes and, for example, compare them with the attitudes of non-VC respondents. The findings of the study could provide marketers with a better understanding of consumer behavior in VC and provide guidelines for creating an effective marketing mix in the context of healthy dieting.

Keywords: *consumer behavior, eWOM, healthy dieting, LCHF, Paleo, virtual communities*

ENVIRONMENTALLY RESPONSIBLE BEHAVIOR OF CAMPING TOURISTS - SCALE VALIDATION

Tihana Cegur Radovic

*Karlovac University of Applied Sciences, Croatia
tcradovic@vuka.hr*

Dina Loncaric

*University of Rijeka,
Faculty of Tourism and Hospitality Management, Croatia
dina.loncaric@fthm.hr*

Jasmina Dlacic

*University of Rijeka,
Faculty of Economics and Business, Croatia
jasmina.dlacic@efri.hr*

ABSTRACT

This study aims to validate the scale for measuring site-specific environmentally responsible behaviour of camping tourists. The developed measurement scale builds on a scale from the literature and it is adapted to the specific context of the campsites. Validation of the measurement scale includes checking the

construct validity, dimensionality and reliability. The dimensionality of the scale was validated by principal component analysis. Reliability analysis was performed using Cronbach's alpha coefficient. The analyses were performed on a convenient sample of 140 camping visitors. Environmentally responsible behaviour of camping tourists is found to be a multidimensional construct. Five factors were extracted that explain 70.335% of the total variance. Reliability analysis showed that four of the five factors have good internal consistency. In contrast, Cronbach's alpha coefficient value for the fifth factor is slightly lower than recommended. Therefore, the scale should be further tested.

Keywords: *Environmentally responsible behaviour, camping tourists, validation, measuring scale*

IMPORTANCE OF MULTIMODAL TRANSPORT IN DEVELOPING A MORE SUSTAINABLE TRANSPORTATION NETWORK IN THE EUROPEAN UNION

Dora Naletina

*Faculty of Economics and Business Zagreb, Croatia
dvuletic@net.efzg.hr*

ABSTRACT

Due to the growth of world trade, the globalization and technological progress, the demand for transport services has been continuously growing, which stimulates further need for establishing a more sustainable transport. Many goods travel long distances to reach their destinations, and these long distances are a prerequisite for introducing a form of multimodal transport in the transporting process. The institutions in charge in the European Union saw the need for the development of multimodal transport already twenty years ago, with the aim of facilitating sustainable transport and defining the objectives for

the years 2030 and 2050. Better use of the railway and inland waters as transporting options that cause considerably less pollution than road transport represents the basis for the realisation of the goals set by the EU. The analysis of transport according to single transport branches shows that road transport is still dominant and there are no significant reductions in the amount of transport realized on the routes over 300 kilometres. In addition, freight transport on inland water routes and railroads has been recording negative growth rates, which reflects the necessity for the revision of the measures that stimulate Member States to participate in building a uniform network of multimodal transport in the EU.

Keywords: *multimodal transport, European Union, sustainable transport*

REPRESENTATION OF SOCIALLY RESPONSIBLE MARKETING TOWARDS CHILDREN IN THE REPUBLIC OF CROATIA

Marija Baburic Vranesic

University of Rijeka,

Faculty of Economics and Business, Croatia

mbaburic@velegs-nikolatesla.hr

Valentina Vinsalek Stipic

Polytechnic „Nikola Tesla“ in Gospić, Croatia

vvs@velegs-nikolatesla.hr

ABSTRACT

The challenge of the economy depends on continuously attracting new customers, and attracting new customers starts from an early age. Children are an important factor in attracting new customers because their explicit requirements can influence parents to buy more expensive goods and decide with parents

when buying products. That is why consumerism has become a cultural and social ideology of seducing children and youth. Consumers are manipulated to the point of buying and accumulating unnecessary things. By creating marketing campaigns for children, in addressing families, marketing professionals use emotions, especially parental love. That's why marketers are aware that kids will get products by constantly repeating requests, so they expose them to numerous ads to encourage purchase. They want to position themselves in children's consciousness, knowing that children significantly influence their parents through their influence. From the above we come to the key problem of modern society, which is also a problem of this research and that is the impact of marketing advertising on the consciousness of children, which encourages pressure of buying by parents and guardians. The aim of the research in this paper is to prove that socially responsible marketing to children is not sufficiently represented in the Republic of Croatia and children have a great influence on the decision to buy their parents. Empirical research on a representative sample, consisting of parents, surveys and the application of statistical methods, will try to scientifically prove the extent to which socially responsible marketing is represented in the Republic of Croatia; then to what extent children, with their parents, influence the purchase of toys and branded clothing; and whether parents spend more on home budget to buy toys and luxury products.

Keywords: *socially responsible marketing, consumerism, children consumers, marketing advertising, buying incentives*

APPLICATION OF K-MEANS CLUSTERING ALGORITHM FOR ANALYSIS OF LMS CONTENT TRANSFORMATIONS CAUSED BY THE COVID-19 PANDEMIC

Kristian Dokic

*Polytechnic in Pozega, Croatia
kdjokic@vup.hr*

Dubravka Mandusic

*Faculty of Agriculture, University of Zagreb, Croatia
simunovic@agr.hr*

Lucija Blaskovic

*Faculty of Agriculture, University of Zagreb, Croatia
lmarkic@agr.hr*

ABSTRACT

In the first half of 2020, due to the Covid-19 pandemic, educational institutions worldwide had to close their doors to students; learning in the classroom was not possible due to the growing virus infection. Depending on previous experience and infrastructure, institutions have more or less successfully switched to online teaching. This paper presents a method that, from the data in the report of the administrator of one of the most popular LMS systems, Moodle, can bring new knowledge about this transfer on the Moodle system. It uses the k-means algorithm, which is used to divide courses into clusters depending on the content available in each course on the LMS. To analyse this transformation, a comparison was made of the number and content of clusters from the data of the winter semester of the academic year 2019/2020, with the winter semester of the academic year 2020/2021.

Keywords: *course transformation, COVID-19, LMS, k-means, Moodle*

IMPORTANCE OF ORGANIZATIONAL CULTURE AND QUALITY CULTURE IN BUILDING AN INTEGRATED MANAGEMENT SYSTEM

Marija Jurcevic

*Faculty of Economics and Business Zagreb, Croatia
mjurcevic@efzg.hr*

ABSTRACT

The environment in which most businesses are operating today is dynamic, forcing them to make continuous adjustments to the strategy they build their competitive advantage on or to find a solution for building sustainable competitiveness in the integration of the management systems. There are many advantages management integration i.e., building of a complex composition of the structural elements, requirements, rules and mechanisms can offer to a company, but, at the same time, the process of creating an effective integrated management system is quite complex. Literature lists a number of factors that influence the development of an integrated management system. In order for an integrated management system to be successfully implemented, its values have to be coordinated with the values ingrained in the organizational culture, which often results in the need for the organizational culture to be transformed. Quality culture represents a subset of organizational culture and as such implies the accepted and integrated quality patterns. Therefore, this paper focuses on two internal factors for building integrated management system: organizational culture and a subset of organizational culture – the quality culture.

Keywords: *integrated management system, organizational culture, quality culture*

THE ROLE OF INFORMATION SOURCES IN THE CHOICE OF THE HIGHER EDUCATION INSTITUTION (IES) BY THEIR FUTURE STUDENTS

Paula Dias

*Faculty of Economic, Porto University, Portugal
up201900935@up.pt; pdias259@gmail.com*

Raquel Meneses

*Faculty of Economic, Porto University, Portugal
up233177@g.uporto.pt*

ABSTRACT

Students who apply to higher education are no longer considered mere users; they are consumers and a more demanding generation. They grew up familiar with technology, using platforms to connect and interact with the world, the so-called Generation Z. The purpose of this study is to identify the information sources used in HEI/course selection by its future students. A qualitative methodology was adopted, with semi-structured interviews. The results show that the websites of the DGES (Direção Geral do Ensino Superior de Portugal) and the HEI's website are the most referenced sources by students and parents. The information they most look for are the averages (the entrance grade of the last-placed student), the location, course offers, prestige of the institution and entrance exams. Therefore, this study may enrich the higher education literature. HEIs may have a clearer notion of what information to provide and in what channels to attract more students and strengthen their institutional positioning in an increasingly competitive and technological market. By attracting more students, HEIs create more value and become more competitive.

Keywords: *Higher Education, Information Sources, Relevant Information, Services*

COVID-19 IN PORTUGAL - ECONOMICAL CONSEQUENCES (AN APPROACH)

Ana Lorga da Silva

*Escola Superior Náutica Infante D. Henrique, Portugal,
Lusófona University, Portugal
analorgasilva@enautica.pt; ana.lorga@ulusofona.pt*

ABSTRACT

This work intends to show how the pandemic SARS-CoV-2, responsible for the disease Covid-19, has affected all the world in several domains, also, differently from country to country. In particular, the way it has affected the Portuguese life, mainly concerning the country's Economy. It also shows the evolution of the transmissibility rate, the numbers of infected cases and deaths as well as the vaccination plan in Portugal, which was a case of success due the implementation of a Task Force with that focus. Knowing that different factors are contained in Economic concept, such as health, GDP, inflation, employment (most of it could be affected by Lockdown measures), tourism flow among others. An approach related to the evolution of the disease in Portugal will be presented in this article.

Keywords: *GPD, Inflation, Portuguese Economy, SARS-CoV-2/Covid-19, Tourism*

COMMUNICATION IMPLICATIONS OF SELF- PERCEPTIONS OF EDUCATORS

Sandra Maletic

*Sveučilište Sjever, Croatia
samaletic@unin.hr*

Manuela Koseto Nadinic

*Sveučilište Sjever, Croatia
manadinic@unin.hr*

ABSTRACT

A key concept of research into the communication implications of educator self-perception is professional identity. According to Daryl Bem's theory of self-perception, (educators) interpret their own open behaviour rationally in the same way they try to explain other people's behaviour. Therefore, the research of the communication implication of the educator's self-perception is framed by the social context and emotions on the basis of which the educators interpret their professional identity. The educator's "interpretation of open rational behaviour", his beliefs about self-efficacy and the educator's role are visible in communication patterns. Given the communication context and purpose of the research, the conceptual metaphor theory allows reaching for different original communication patterns to clarify more abstract concepts of professional identity. The purpose of this research is to analyse the self-perception of Croatian educators using metaphorical expressions about different areas of professional identity of educators. Therefore, research questions were asked: 1. What metaphors did Croatian educators shape to describe their understanding of their professional identity? 2. What metaphors were used in the perception of different areas that make up the professional identity of educators? 3. What metaphors did they use to express a positive, neutral or negative aspect about different areas of their professional identity? Primary and secondary school educators were selected for the research sample. The research was conducted by a qualitative

research method, group interviews and a quantitative research method, a questionnaire. Both methods involved interpreting metaphors in the educator's communication patterns. Based on the results and theoretical framework, the communication implications of educators' self-perception are classified according to units of professional identity: previous educational experience, motives for work in school, relationship with students, relationship with colleagues, personal action, educational policies, material valorization, tasks, efficiency, belief in teaching, job satisfaction and substitution of the educator's profession.

Keywords: *conceptual metaphor theory, educator's self-perception, professional identity, theory of self-perception*



Supported by:

